



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

<u>Contract / Revision</u> 569910 /		<u>Alt Order #</u>
<u>Product</u> Matheson for Congress 2012		
<u>Contract Dates</u> 10/29/12 - 11/06/12		<u>Estimate #</u> 11638
<u>Advertiser</u> Matheson/D/Congress		<u>Original Date / Revision</u> 08/21/12 / 08/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Kent Carbon	<u>Sales Office</u> Salt Lake City
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Strategies & Research
1580 Lincoln St
Suite 510
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	13	10/29/12	11/06/12	M-F 5a-530a	5a-530a		:30			NM	7	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$175.00			
		Week: 11/05/12	11/11/12	11-----				2	\$175.00			
N 2	13	10/29/12	11/06/12	M-F 530a-6a	530a-6a		:30			NM	7	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$175.00			
		Week: 11/05/12	11/11/12	11-----				2	\$175.00			
N 3	13	10/29/12	11/06/12	M-F 6a-7a	6a-7a		:30			NM	7	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$375.00			
		Week: 11/05/12	11/11/12	11-----				2	\$375.00			
N 4	13	10/29/12	11/06/12	M-F 7a-8a	7a-8a		:30			NM	10	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	11121--				6	\$375.00			
		Week: 11/05/12	11/11/12	22-----				4	\$375.00			
N 5	13	10/29/12	11/06/12	M-F 8a-9a	8a-9a		:30			NM	9	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$375.00			
		Week: 11/05/12	11/11/12	22-----				4	\$375.00			
N 6	13	10/29/12	11/04/12	Sa 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S-				1	\$325.00			
N 7	13	10/29/12	11/04/12	Su 7a-9a	7a-9a		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S				1	\$325.00			
N 8	13	10/29/12	11/04/12	M-F 9a-10a	9a-10a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-T-----				1	\$150.00			
N 9	13	10/29/12	11/04/12	M-F 10a-11a	10a-11a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	----F--				1	\$150.00			
N 10	13	10/29/12	11/04/12	M-F 11a-12p	11a-12p		:30			NM	2	\$350.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Advertiser</u> Matheson/D/Congress		<u>Original Date / Revision</u> 08/21/12 / 08/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-1----				2	\$175.00			
N 11	13	10/29/12	11/05/12	M-F 3p-4p	3p-4p		:30			NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$200.00			
Week:		11/05/12	11/11/12	1-----				1	\$200.00			
N 12	13	10/29/12	11/05/12	M-F 4p-5p	4p-5p		:30			NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$200.00			
Week:		11/05/12	11/11/12	1-----				1	\$200.00			
N 13	13	10/29/12	11/05/12	M-F 5p-530p	5p-530p		:30			NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$300.00			
Week:		11/05/12	11/11/12	1-----				1	\$300.00			
N 14	13	10/29/12	11/05/12	M-F 530p-6p	530p-6p		:30			NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$400.00			
Week:		11/05/12	11/11/12	1-----				1	\$400.00			
N 15	13	10/29/12	11/04/12	Su 5p-530p	5p-530p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				2	\$350.00			
N 16	13	10/29/12	11/04/12	FOX Prime Monday 7-8p	7p-8p		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,800.00			
N 17	13	10/29/12	11/05/12	M-F 9p-1005p	9p-1005p		:30			NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$1,500.00			
Week:		11/05/12	11/11/12	1-----				1	\$1,500.00			
N 18	13	10/29/12	11/04/12	Sa 9p-1005p	9p-1005p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$800.00			
N 19	13	10/29/12	11/04/12	Su 9p-1005p	9p-1005p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,500.00			
N 20	13	10/29/12	11/04/12	M-F 1005p-1035p	1005p-1035p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$400.00			
N 21	13	11/05/12	11/05/12	M-F 12p-1230p	12p-1230p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$125.00			
N 22	13	10/29/12	11/05/12	M-F 630p-7p	630p-7p		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$450.00			
Week:		11/05/12	11/11/12	1-----				1	\$450.00			
Totals											85	\$35,325.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	85	\$35,325.00	\$30,026.25
Totals	85	\$35,325.00	\$30,026.25

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<u>Advertiser</u> Matheson/D/Congress		<u>Original Date / Revision</u> 08/21/12 / 08/21/12

Signature: _____ Date: _____

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Station Order Revised Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

11638

Contact: Kent Carbon
Email: kent.carbon@fox13now.com

Phone: 801-532-1300
Fax: 801-536-1334
Direct: 801-536-1338

KSTU-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
					Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
KSTU 5a News	EM	M-F		\$175.00	1	1	1	1	1			1	1	7
5:00 AM 5:30 AM		30		\$1,225.00										
Highly pre-emptible at LUR per KSTU. Move to L2														
KSTU 5:30a News	EM	M-F		\$175.00	1	1	1	1	1			1	1	7
5:30 AM 6:00 AM		30		\$1,225.00										
Highly pre-emptible at LUR per KSTU. Move to L2														
KSTU 6a News	EM	M-F		\$375.00	1	1	1	1	1			1	1	7
6:00 AM 7:00 AM		30		\$2,625.00										
Highly pre-emptible at LUR per KSTU. Move to L2														
KSTU 7a News	EM	M-F		\$375.00	1	1	1	2	1			2	2	10
7:00 AM 8:00 AM		30		\$3,750.00										
Highly pre-emptible at LUR per KSTU. Move to L2														
KSTU 8a News	EM	M-F		\$375.00	1	1	1	1	1			2	2	9
8:00 AM 9:00 AM		30		\$3,375.00										
Highly pre-emptible at LUR per KSTU. Move to L2														
Saturday 7a News	EM	Sa		\$325.00						1				1
7:00 AM 9:00 AM		30		\$325.00										
Highly pre-emptible at LUR per KSTU. Move to L2														
Sunday 7a News	EM	Su		\$325.00							1			1
7:00 AM 9:00 AM		30		\$325.00										
Highly pre-emptible at LUR per KSTU. Move to L2														
Live with Kelly	DT	M-F		\$150.00		1								1
9:00 AM 10:00 AM		30		\$150.00										
Dr. Oz	DT	M-F		\$150.00					1					1
10:00 AM 11:00 AM		30		\$150.00										
KSTU 11a News	DT	M-F		\$175.00	1		1							2
11:00 AM 12:00 PM		30		\$350.00										
Highly pre-emptible at LUR per KSTU. Move to L2														
KSTU Noon News	DT	M-F		\$125.00								1		1
12:00 PM 12:30 PM		30		\$125.00										
Judge Judy	EF	M-F		\$200.00	1	1	1	1	1			1		6
3:00 PM 4:00 PM		30		\$1,200.00										

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/21/2012 8:33:08 AM

KSTU-TV

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suzannel@mediastrategies.com



Station Order Revised Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

Estimate ID

11638

Contact: Kent Carbon

Email: kent.carbon@fox13now.com

Phone: 801-532-1300

Fax: 801-536-1334

Direct: 801-536-1338

KSTU-TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
					Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
Dr. Oz	EF	M-F		\$200.00	1	1	1	1	1			1		6
4:00 PM 5:00 PM		30		\$1,200.00										
KSTU 5p News	EN	M-F		\$300.00	1	1	1	1	1			1		6
5:00 PM 5:30 PM		30		\$1,800.00										
KSTU 5:30p News	EN	M-F		\$400.00	1	1	1	1	1			1		6
5:30 PM 6:00 PM		30		\$2,400.00										
Highly pre-emptible at LUR per KSTU. Move to L2														
Sunday 5p News	EN	Su		\$350.00							2			2
5:00 PM 5:30 PM		30		\$700.00										
Highly pre-emptible at LUR per KSTU. Move to L2														
Seinfeld	PA	M-F		\$450.00				1				1		2
6:30 PM 7:00 PM		30		\$900.00										
Bones	PT	M		\$1,800.00								1		1
7:00 PM 8:00 PM		30		\$1,800.00										
KSTU 9p News	LN	M-F		\$1,500.00	1	1	1	1	1			1		6
9:00 PM 10:00 PM		30		\$9,000.00										
Highly pre-emptible at LUR per KSTU. Move to L2														
Saturday 9p News	LN	Sa		\$800.00						1				1
9:00 PM 10:00 PM		30		\$800.00										
Highly pre-emptible at LUR per KSTU. Move to L2														
Sunday 9p News	LN	Su		\$1,500.00							1			1
9:00 PM 10:00 PM		30		\$1,500.00										
Highly pre-emptible at LUR per KSTU. Move to L2														
Seinfeld	LF	M-F		\$400.00		1								1
10:00 PM 10:30 PM		30		\$400.00										
Station Gross Totals					11	12	11	12	11	2	4	15	7	85

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/21/2012 8:33:08 AM

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Page 2 of 2

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